

CITY OF BURBANK

COMMUNICATIONS MANAGER

DEFINITION

Under direction, to design and develop community access to and understanding of City programs and projects; to oversee the management and coordination of confidential information; to prepare and disseminate information to the public and employees regarding City activities.

ESSENTIAL FUNCTIONS

Develops, directs, oversees, and implements a comprehensive public relations program utilizing various forms of media; oversees distribution of information to the public; represents the City and City Officials on designated occasions; attends meetings of the Council, boards, commissions, and committees as required; promotes City-sponsored community events, activities, and programs; acts as liaison to citizens, schools, and community groups in providing information and promoting a positive image of the City; directs the video production staff; oversees cable programming schedules; administers the City's cable franchise agreements; assures the maintenance of records and press clippings on City activities for historical purposes; manages and performs technical services for the Mayor and City Council as requested by the City Manager; answers inquiries by telephone or in person to accurately provide information requested or to refer people to the proper source of information; gives information talks to special groups including elementary and high school students; manages and oversees the training and evaluations of employees; makes effective recommendations regarding hiring, promotions, and transfers; effectively recommends disciplinary action as needed, up to and including termination; drives on City business.

MINIMUM QUALIFICATIONS

Employment Standards:

- Knowledge of - the principles and practices of public information offices; the functions and responsibilities of various municipal departments and offices; local laws and ordinances, and sources of legal references; the requirements of various media used in publicity and promotion work, including video and written media; artwork layout and report format.
- Ability to - comprehend complex questions and give information rapidly, accurately, and tactfully; analyze and apply legal principals; present statements of law, fact and argument clearly and logically; communicate effectively, both orally and in writing; establish and maintain effective working relationships with City officials, employees, and the public.

Education/Training: Any combination of education and/or experience that has provided the knowledge, skills, and abilities necessary for acceptable job performance as determined by the City. Example combination includes, but is not limited to a Bachelors degree in journalism, public relations, English, or a related field and four years of administrative, management or public relations experience. Master's Degree preferred.

License & Certificates: A valid California Class "C" driver's license or equivalent at time of appointment.

SUPPLEMENTAL INFORMATION

Desirable Qualifications: Experience in public education or corporate affairs or information services in a multi-service organization, marketing environment experience helpful.